

Education Committee meeting - Hillside Trust

March 28, 2025

7 board attendees

Social Media and Website update

Eric - Updated committee on website/social media. Nick is currently doing website updates. He is not doing social media anymore. Will stop maintaining the website after Ellie (Eric's daughter) converts to WIX or another platform (April/May). Brian will support us in ensuring admin/management aspects cover our needs. Eric defined that there should be a board portal for things like internal calendars and such. Finances related to the topic weren't discussed.

Eric - briefed committee on Neighborhood Summit presentation.

Networking (Social, website, in person, etc)

Leverage Green Umbrella - link to there tech presence and vice versa

General thought is to get more reciprocal marketing agreement with aligned organizations

Green Umbrella's "Green Drinks" was suggested as a networking opportunity - Polly

Recruiting

Green Umbrella

Colleges

Other NGO's

Organizations or places where younger folks are

Content (social,website, marketing material, etc.)

- Board members review website to get content subjects or provide independent content - Brian
- Everyone come up with things like their favorite outlook, tree, etc. - Polly
- Is the main thought around social media to raise awareness - Chris? Eric, Yes but on might be fundraising, volunteers, etc.
- We should have content categories and they should correlate to sections of the website - Chris.

- Put together an index of properties and why we protect them (ie what unique) - Chris.
- Section on how someone can get involved.
- Eric says he can do the posting of content. Needs board members to help with actual verbiage.
- Christian Huwelsman was mentioned as someone that can do posts also.
- Suggestion that we come up with content categories . IE. projects around town, partner posts, etc.
- How to get followers and drive to website content
- We need to determine post frequencies and get started. They should be done regularly.
- Board members could repost social things they find. Ex. use media event to share and say “This is why Hillside does what it does”.. To prevent landslides like this. Ex. “This could happen to you”. Why protect Hillside (Landslides, nature endangered species, tree canopy)
- Post should have an explicit/intentional message.
- Start filming presentations that the Hillside Trust does. This can be content for posts and such.
- Neighborhood Summit presentation might be available from the city.

Outreach

- Utilize Community Councils more (send content, eric is in contact with 8- 10 of them already)
- QR codes for all outreach avenues (property signs, social, printed, etc.)
- All presentations should have a promotional element (Facebook, website, qr, etc.)
- Work on reciprocal marketing with other organizations
- Eric to create a slide. Polly can engage the Enquirer
- Eric invited Vice Mayor, Jan-Michele Kearney to visit the Clifton? slide.

Partnering

Green Umbrella - offer property use and co-promote our initiatives

Tanner from Groundworks was mentioned but it was mentioned that he left to work with the government

Presentations

Eric will present Clean Ohio Fund last Monday in May

Annual Meeting

Eric asked for ideas about speakers - A Green Umbrella person was suggested. Open to other board member suggestions.

Noteworthy conversational points

Mayor says we are a climate resilient city when he was in Mexico - Eric

Action items

Connect with Dean, Herbolological Society Survey - Polly

Enquirer piece - Polly

Can Eric ask for his presentation at the Neighborhood Summit? If not can we retape one. It was very good

Open questions/actions items

How do we get more resources and implementation going? Volunteers and such.

Who is going to do what (ie. QR codes)

Board member portal?

Adjourned 3:45pm

Next meeting May 16